

Lampiran

KUESIONER

ANALISIS PENGARUH GREEN PRODUCT DAN GREEN ADVERTISING

TERHADAP KEPUASAN KONSUMEN

(Studi pada Mahasiswa Fakultas Ekonomi dan Bisnis
Universitas Muhammadiyah Surakarta)

Dengan hormat,

Saya mahasiswa Jurusan Manajemen Program S1 Fakultas Ekonomi Universitas Muhammadiyah Surakarta, saat ini sedang menyusun skripsi berjudul “Analisis Pengaruh Green Product dan Green Advertising Terhadap Kepuasan Konsumen (Studi pada Mahasiswa Universitas Muhammadiyah Surakarta)”.

Jawaban yang saudara/i berikan akan membantu keberhasilan penelitian yang saya lakukan. Saya akan sangat menghargai jawaban yang telah diberikan dan akan dijaga kerahasiaannya, serta tidak berpengaruh terhadap status saudara/i, karena hasil dari angket ini semata-mata hanya untuk kepentingan penelitian.

Atas segala bantuan dan kesediaanya berpartisipasi mengisi angket ini sebelum dan sesudahnya saya ucapkan banyak terima kasih.

Hormat saya

Rizki Windi Shindia

Identitas Diri

Jenis kelamin :

- a. Laki-laki
- b. Perempuan

Usia :

- a. 18 – 19 tahun
- b. 20 – 21 tahun
- c. 22 – 23 tahun

Petunjuk Pengisian

1. Isilah daftar pernyataan berikut dengan cara memberi tanda check list ($\sqrt{}$) pada salah satu jawaban yang tersedia sesuai dengan persepsi Saudara/i. Jawaban tersedia berupa huruf yang mempunyai arti sebagai berikut :

- a. SS = Sangat Setuju
- b. S = Setuju
- c. N = Cukup
- d. TS = Tidak Setuju
- e. STS = Sangat Tidak Setuju

Green Product

No	Pernyataan	Pilihan				
		SS	S	N	TS	STS
1	Harga produk air minum mineral Aqua terjangkau dengan daya beli masyarakat.					
2	Harga jual produk air minum mineral Aqua sebanding dengan manfaat yang dirasakan.					
3	Harga jual yang ditentukan untuk produk air minum mineral Aqua dapat menjaga keseimbangan lingkungan.					
4	Produk air minum mineral Aqua tidak mencemari lingkungan.					
5	Produk air minum mineral Aqua tidak menggunakan bahan pengawet.					
6	Produk air minum mineral Aqua tidak mengandung bahan kimia yang berbahaya.					
7	Produk air minum mineral Aqua memiliki sertifikat ISO.					
8	Produk air minum mineral Aqua aman dikonsumsi secara terus menerus dan tidak memberikan efek samping.					
9	Produk air minum mineral Aqua menggunakan bahan-bahan alami yang berkualitas.					
10	Produk air minum mineral Aqua berlabel <i>green product</i> dan halal.					
11	Produk air minum mineral Aqua mudah ditemui diberbagai tempat.					
12	Produk air minum mineral Aqua tersedia pada berbagai kemasan.					

Green Advertising

No	Pernyataan	Pilihan				
		SS	S	N	TS	STS
1	Produk air minum mineral Aqua mengajak konsumen untuk mencintai produk dalam negeri.					
2	Produk air minum mineral Aqua memotivasi konsumen untuk kembali ke herbal (bahan bahan alami).					
3	Produk air minum mineral Aqua ikut berkontribusi program pemerintah yaitu <i>go green</i> (peduli lingkungan).					
4	Di setiap produk air minum mineral Aqua terlihat logo ramah lingkungan.					
5	Slogan produk air minum mineral Aqua mudah diingat.					
6	Merek produk air minum mineral Aqua tercetak jelas.					
7	Komposisi dan penggunaan produk air minum mineral Aqua tertera pada kemasan.					
8	Tanggal Kadaluarsa tertera pada setiap produk air minum mineral Aqua.					
9	Informasi yang disampaikan produk air minum mineral Aqua membuat konsumen sadar akan lingkungan.					
10	Informasi yang disampaikan produk air minum mineral Aqua membuat konsumen sadar akan pentingnya mencintai produk dalam negeri.					

Kepuasan Konsumen

No	Pernyataan	Pilihan				
		SS	S	N	TS	STS
1	Saya akan menceritakan pengalaman setelah membeli air minum mineral Aqua kepada teman-teman saya.					
2	Air minum mineral Aqua yang memiliki kualitas yang sangat baik.					
3	Saya merasa puas dengan produk air minum mineral Aqua.					
4	Kualitas produk air minum mineral Aqua sesuai dengan harapan saya.					
5	Air minum mineral Aqua selalu menjaga kebersihan dan kesegaran makanan dan minuman.					
6	Saya merasa puas setelah melakukan pembelian air minum mineral Aqua.					
7	Saya memutuskan untuk melakukan pembelian ulang air minum mineral Aqua.					
8	Saya tidak merasa tergoda terhadap produk air minum mineral merek lainnya.					
9	Saya membeli produk air minum mineral Aqua telah melalui perbandingan air minum mineral merek lainnya.					
10	Saya memutuskan untuk membeli produk air minum mineral berdasarkan pengalaman.					

TABULASI DATA

NO	Green Product													Green Advertising											
	gp1	gp2	gp3	gp4	gp5	gp6	gp7	gp8	gp9	gp10	gp11	gp12	gp	ga1	ga2	ga3	ga4	ga5	ga6	ga7	ga8	ga9	ga10	ga	
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NO	Kepuasan Konsumen										
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49	3	4	4	5	4	4	5	5	4	4	42
50	4	4	4	4	4	4	4	4	4	4	40
51	3	4	3	5	3	3	3	4	4	5	37
52	4	4	4	4	4	4	4	4	4	4	40
53	5	5	5	5	5	5	4	4	4	4	46
54	4	4	3	2	3	3	4	4	3	4	34
55	4	4	4	4	5	5	3	3	4	4	40
56	4	4	4	4	4	4	5	4	4	5	42
57	4	4	5	5	4	5	4	4	4	4	43
58	3	4	3	5	2	3	3	4	4	3	34
59	5	5	5	5	3	3	5	4	4	4	43
60	3	4	3	3	3	3	3	4	4	3	33
61	4	4	3	3	4	4	4	4	5	5	40
62	4	4	4	5	4	4	4	4	4	4	41
63	4	3	3	5	5	5	5	4	4	4	42
64	4	4	5	3	2	4	4	4	4	4	38
65	4	4	4	4	4	4	4	5	5	5	43
66	4	4	4	2	2	3	4	4	4	4	35
67	5	5	4	4	4	3	5	5	5	5	45
68	3	3	3	3	3	3	4	4	5	5	36
69	3	4	4	4	3	3	4	4	4	4	37
70	5	4	4	4	5	5	4	5	4	5	45
71	4	4	4	4	4	4	4	4	4	4	40
72	4	4	5	5	3	5	4	4	4	5	43
73	4	4	4	4	4	4	4	4	3	4	39
74	5	5	4	4	4	3	5	5	5	5	45
75	4	4	4	4	3	3	4	4	4	4	38
76	4	4	4	4	3	3	4	4	4	4	38
77	5	5	4	4	4	5	4	4	3	3	41
78	4	4	3	4	4	4	4	4	4	4	39
79	3	4	4	4	4	4	4	4	4	4	39
80	4	4	3	5	4	4	5	5	4	4	42
81	4	4	4	5	3	5	4	4	3	4	40
82	3	3	3	4	4	3	4	3	4	4	35
83	2	4	4	5	3	3	4	5	5	4	39
84	4	4	5	5	4	4	5	5	4	4	44
85	4	4	4	4	5	4	5	4	4	5	43
86	4	4	4	4	3	3	4	5	5	5	41

87	4	4	4	5	4	4	5	5	5	5	45
88	4	5	5	4	4	3	5	5	5	5	45
89	4	4	5	5	5	5	4	4	4	4	44
90	4	4	5	4	4	4	3	3	4	5	40
91	4	4	5	5	5	5	5	5	5	5	48
92	5	5	4	4	4	4	5	5	5	4	45
93	4	4	4	4	3	4	3	4	4	3	37
94	5	4	5	5	5	5	5	4	4	5	47
95	5	4	4	5	4	4	3	3	4	3	39
96	5	5	5	4	4	5	4	3	3	5	43
97	4	5	5	5	4	4	4	5	5	5	46
98	5	5	4	4	5	5	5	4	4	5	46
99	4	4	4	4	4	4	4	4	4	4	40
100	5	5	5	4	4	5	5	4	4	3	44

Deskriptif statistik

Descriptive Statistics

	N	Minimum	Maximum	Mean	Std. Deviation
GP	100	38.00	59.00	47.7600	4.16120
GA	100	28.00	50.00	41.4300	4.56658
KK	100	32.00	50.00	41.3100	4.04693
Valid N (listwise)	100				

1.Validitas dan Reliabilitas Green Product

Correlations

		GP1	GP2	GP3	GP4	GP5	GP6	GP7	GP8	GP9	GP10	GP11	GP12	GP
GP1	Pearson Correlation	1	.376**	.200*	.139	.281**	.198*	.200*	-.042	.103	.192	.128	.141	.496**
	Sig. (2-tailed)		.000	.046	.168	.005	.048	.046	.675	.308	.056	.206	.161	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP2	Pearson Correlation	.376**	1	.436**	.291**	.240*	-.148	-.005	.039	.089	.114	.004	.134	.398**
	Sig. (2-tailed)	.000		.000	.003	.016	.141	.959	.699	.377	.257	.968	.183	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP3	Pearson Correlation	.200*	.436**	1	.536**	.268**	.012	.245*	.170	.166	.041	.266**	-.015	.552**
	Sig. (2-tailed)	.046	.000		.000	.007	.904	.014	.090	.098	.682	.008	.880	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP4	Pearson Correlation	.139	.291**	.536**	1	.481**	.069	.187	.120	.106	.096	.115	-.063	.522**
	Sig. (2-tailed)	.168	.003	.000		.000	.495	.062	.234	.295	.341	.255	.536	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP5	Pearson Correlation	.281**	.240*	.268**	.481**	1	.358**	.360**	.110	-.010	.140	.196	-.038	.624**
	Sig. (2-tailed)	.005	.016	.007	.000		.000	.000	.277	.919	.166	.051	.707	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP6	Pearson Correlation	.198*	-.148	.012	.069	.358**	1	.576**	-.125	-.104	.064	.193	-.081	.424**
	Sig. (2-tailed)	.048	.141	.904	.495	.000		.000	.216	.305	.524	.055	.421	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP7	Pearson Correlation	.200*	-.005	.245*	.187	.360**	.576**	1	.155	.113	.009	.138	-.135	.546**
	Sig. (2-tailed)	.046	.959	.014	.062	.000	.000		.124	.261	.928	.172	.182	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP8	Pearson Correlation	-.042	.039	.170	.120	.110	-.125	.155	1	.640**	.178	.252*	-.019	.442**
	Sig. (2-tailed)	.675	.699	.090	.234	.277	.216	.124		.000	.076	.011	.850	.000

	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP9	Pearson Correlation	.103	.089	.166	.106	-.010	-.104	.113	.640**	1	.178	.116	-.016	.413**
	Sig. (2-tailed)	.308	.377	.098	.295	.919	.305	.261	.000		.076	.249	.875	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP10	Pearson Correlation	.192	.114	.041	.096	.140	.064	.009	.178	.178	1	.262**	.161	.423**
	Sig. (2-tailed)	.056	.257	.682	.341	.166	.524	.928	.076	.076		.008	.110	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP11	Pearson Correlation	.128	.004	.266**	.115	.196	.193	.138	.252*	.116	.262**	1	.134	.521**
	Sig. (2-tailed)	.206	.968	.008	.255	.051	.055	.172	.011	.249	.008		.184	.000
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP12	Pearson Correlation	.141	.134	-.015	-.063	-.038	-.081	-.135	-.019	-.016	.161	.134	1	.218*
	Sig. (2-tailed)	.161	.183	.880	.536	.707	.421	.182	.850	.875	.110	.184		.029
	N	100	100	100	100	100	100	100	100	100	100	100	100	100
GP	Pearson Correlation	.496**	.398**	.552**	.522**	.624**	.424**	.546**	.442**	.413**	.423**	.521**	.218*	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	.029	
	N	100	100	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliabilitas

Case Processing Summary

	N	%
Cases Valid	100	100.0
Excluded ^a	0	.0
Total	100	100.0

Reliability Statistics

Cronbach's Alpha	N of Items
.662	12

2. Validitas dan Reliabilitas Green advertising

Correlations

		GA1	GA2	GA3	GA4	GA5	GA6	GA7	GA8	GA9	GA10	GA
GA1	Pearson Correlation	1	.490**	.245*	.412**	.190	.132	.210*	.251*	.192	.193	.523**
	Sig. (2-tailed)		.000	.014	.000	.059	.190	.036	.012	.055	.055	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA2	Pearson Correlation	.490**	1	.528**	.387**	.242*	.387**	.438**	.374**	.328**	.303**	.726**
	Sig. (2-tailed)	.000		.000	.000	.015	.000	.000	.000	.001	.002	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA3	Pearson Correlation	.245*	.528**	1	.570**	.346**	.377**	.336**	.305**	.242*	.289**	.687**
	Sig. (2-tailed)	.014	.000		.000	.000	.000	.001	.002	.015	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA4	Pearson Correlation	.412**	.387**	.570**	1	.426**	.392**	.295**	.229*	.317**	.313**	.692**
	Sig. (2-tailed)	.000	.000	.000		.000	.000	.003	.022	.001	.001	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA5	Pearson Correlation	.190	.242*	.346**	.426**	1	.297**	.141	-.039	.079	.185	.461**
	Sig. (2-tailed)	.059	.015	.000	.000		.003	.161	.701	.434	.066	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA6	Pearson Correlation	.132	.387**	.377**	.392**	.297**	1	.569**	.322**	.395**	.426**	.705**
	Sig. (2-tailed)	.190	.000	.000	.000	.003		.000	.001	.000	.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA7	Pearson Correlation	.210*	.438**	.336**	.295**	.141	.569**	1	.549**	.339**	.275**	.673**
	Sig. (2-tailed)	.036	.000	.001	.003	.161	.000		.000	.001	.006	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA8	Pearson Correlation	.251*	.374**	.305**	.229*	-.039	.322**	.549**	1	.393**	.266**	.575**

	Sig. (2-tailed)	.012	.000	.002	.022	.701	.001	.000		.000	.008	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA9	Pearson Correlation	.192	.328**	.242*	.317**	.079	.395**	.339**	.393**	1	.609**	.599**
	Sig. (2-tailed)	.055	.001	.015	.001	.434	.000	.001	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA10	Pearson Correlation	.193	.303**	.289**	.313**	.185	.426**	.275**	.266**	.609**	1	.605**
	Sig. (2-tailed)	.055	.002	.003	.001	.066	.000	.006	.008	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
GA	Pearson Correlation	.523**	.726**	.687**	.692**	.461**	.705**	.673**	.575**	.599**	.605**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.828	10

3. Validitas dan Reliabilitas Kepuasan Konsumen

Correlations

[illegible]

KK8	Pearson Correlation	.211*	.219*	.117	.220*	.010	-.051	.376**	1	.436**	.291**	.444**
	Sig. (2-tailed)	.035	.028	.245	.028	.918	.611	.000		.000	.003	.000
	N	100	100	100	100	100	100	100	100	100	100	100
KK9	Pearson Correlation	.071	.218*	.238*	.198*	.215*	-.011	.200*	.436**	1	.536**	.502**
	Sig. (2-tailed)	.485	.029	.017	.048	.032	.914	.046	.000		.000	.000
	N	100	100	100	100	100	100	100	100	100	100	100
KK10	Pearson Correlation	.144	.206*	.296**	.111	.232*	.173	.139	.291**	.536**	1	.521**
	Sig. (2-tailed)	.153	.040	.003	.274	.020	.085	.168	.003	.000		.000
	N	100	100	100	100	100	100	100	100	100	100	100
KK	Pearson Correlation	.689**	.622**	.644**	.461**	.722**	.671**	.534**	.444**	.502**	.521**	1
	Sig. (2-tailed)	.000	.000	.000	.000	.000	.000	.000	.000	.000	.000	
	N	100	100	100	100	100	100	100	100	100	100	100

** . Correlation is significant at the 0.01 level (2-tailed).

* . Correlation is significant at the 0.05 level (2-tailed).

Reliabilitas

Case Processing Summary			
		N	%
Cases	Valid	100	100.0
	Excluded ^a	0	.0
	Total	100	100.0

a. Listwise deletion based on all variables in the procedure.

Reliability Statistics	
Cronbach's Alpha	N of Items
.786	10

4. Uji Koefisien determinasi R²

Model Summary^b

Model	R	R Square	Adjusted R Square	Std. Error of the Estimate	Change Statistics				
					R Square Change	F Change	df1	df2	Sig. F Change
1	.799 ^a	.638	.630	2.46021	.638	85.441	2	97	.000

a. Predictors: (Constant), GA, GP

b. Dependent Variable: KK

5. Uji F

ANOVA^a

Model		Sum of Squares	df	Mean Square	F	Sig.
1	Regression	1034.283	2	517.142	85.441	.000 ^b
	Residual	587.107	97	6.053		
	Total	1621.390	99			

a. Dependent Variable: KK

b. Predictors: (Constant), GA, GP

6. Uji analisis regresi Berganda, Uji T & Uji Multikolinaritas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	4.569	2.925		1.562	.122		
GP	.401	.075	.412	5.382	.000	.636	1.573
GA	.424	.068	.479	6.251	.000	.636	1.573

a. Dependent Variable: KK

7. Uji Heterokedastisitas

Coefficients^a

Model	Unstandardized Coefficients		Standardized Coefficients	t	Sig.	Collinearity Statistics	
	B	Std. Error	Beta			Tolerance	VIF
1 (Constant)	3.455	1.778		1.943	.055		
GP	-.009	.045	-.027	-.209	.835	.636	1.573
GA	-.026	.041	-.080	-.634	.528	.636	1.573

a. Dependent Variable: abs_res

8. Uji Normalitas

One-Sample Kolmogorov-Smirnov Test

		Unstandardized Residual
N		100
Normal Parameters ^{a,b}	Mean	.0000000
	Std. Deviation	2.43523497
Most Extreme Differences	Absolute	.069
	Positive	.069
	Negative	-.046
Kolmogorov-Smirnov Z		.695
Asymp. Sig. (2-tailed)		.720

a. Test distribution is Normal.

b. Calculated from data.